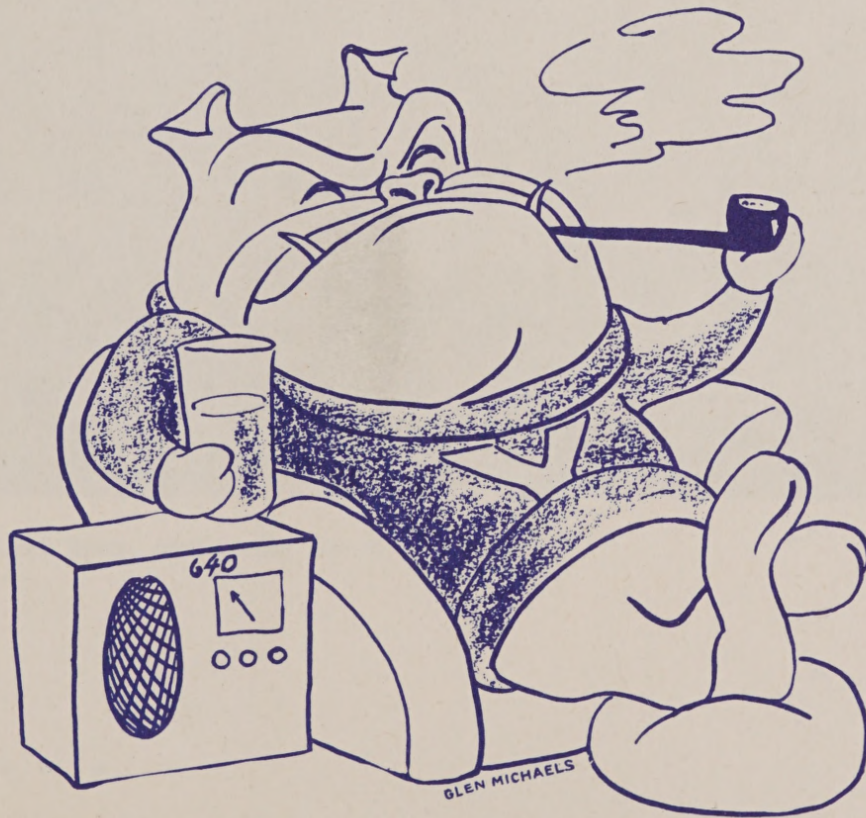


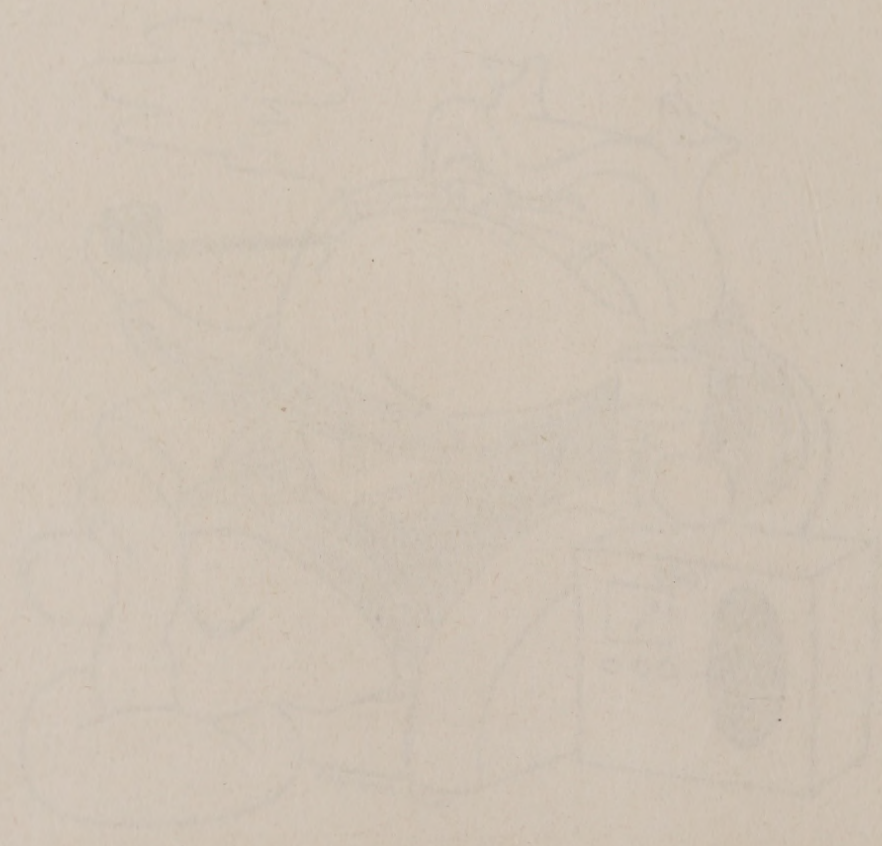


wybc 640 ON YOUR DIAL



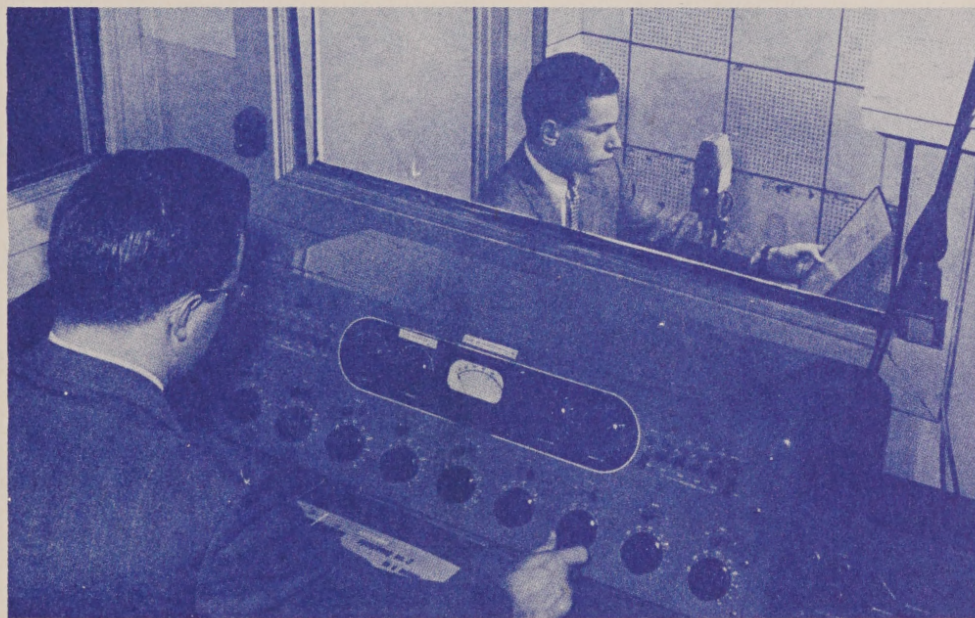
THE VOICE OF THE YALE CAMPUS

WILLIAM
LEAF
IN THE



THE VOICE OF THE FINE LITERATURE

**ONE OF THE
OLDEST — LARGEST — NON-SUBSIDIZED
COLLEGE RADIO STATIONS**



Control Room and Studio No. 2

AND . . .

**THE FASTEST GROWING
ORGANIZATION AT YALE**

ONE OF THE
OLDEST -- LARGEST -- MOST
COLLEGE RADIO STATIONS



THE FIRST
IN THE HISTORY OF THE

THE YALE MARKET TODAY

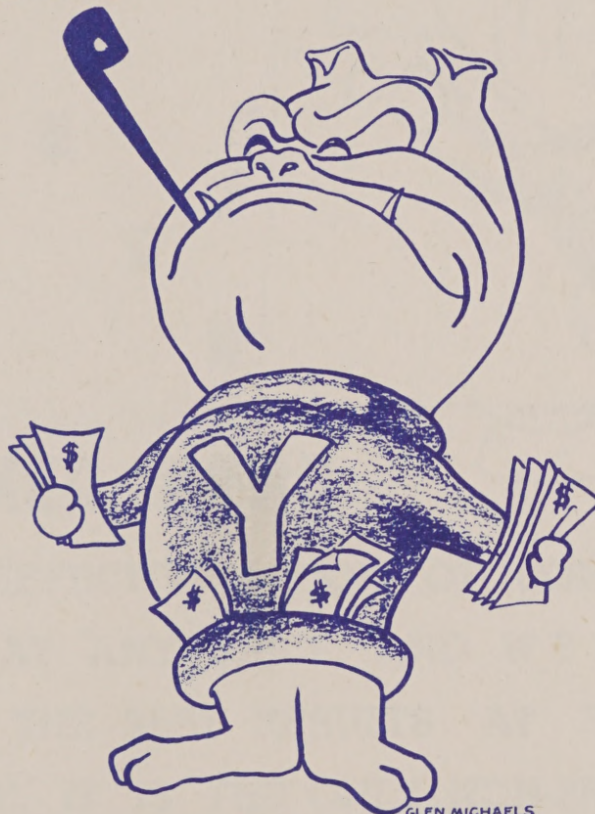
YALE STUDENTS ARE IMPORTANT BECAUSE THEY
ARE TOMORROW'S LEADERS IN BUSINESS AND SO-
CIETY. AS A WHOLE THEY ARE, AND ALWAYS WILL
BE AMONG THE **BIGGEST** INDIVIDUAL PUR-
CHASERS

● IN

● ANY

● MARKET

OVER 7,500 STUDENTS SPEND
\$5,400,000.00 ANNUALLY
EXCLUDING UNIVERSITY
EXPENSES



HOW CAN YOU GET
YOUR SHARE OF THIS?
AN AVERAGE
\$720.00 PER MAN . . .



OVER THE STUDENT SPEND

RECEIVED ANNUALLY

EXAMINING UNIVERSITY

EXHIBITS



HOW CAN YOU GET

YOUR SHARE OF THE

AN AVERAGE

FIELD PER MAN

BY PROMOTING YOUR BUSINESS

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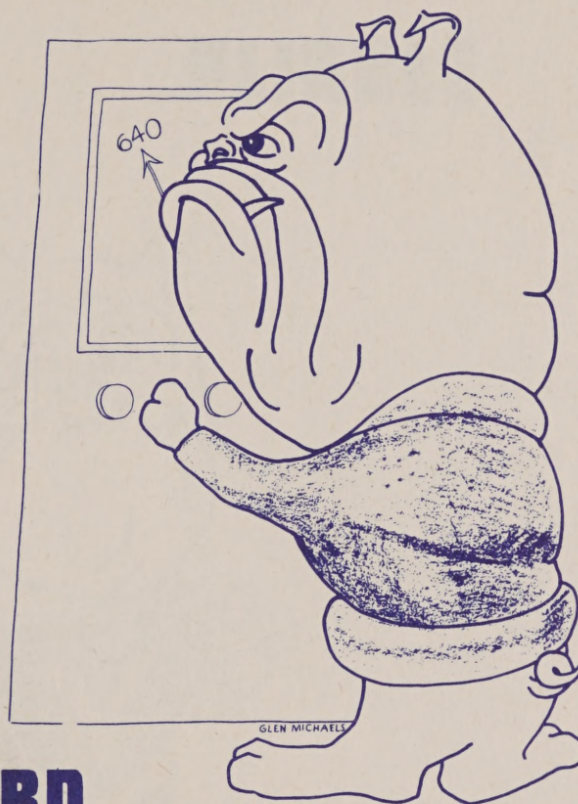
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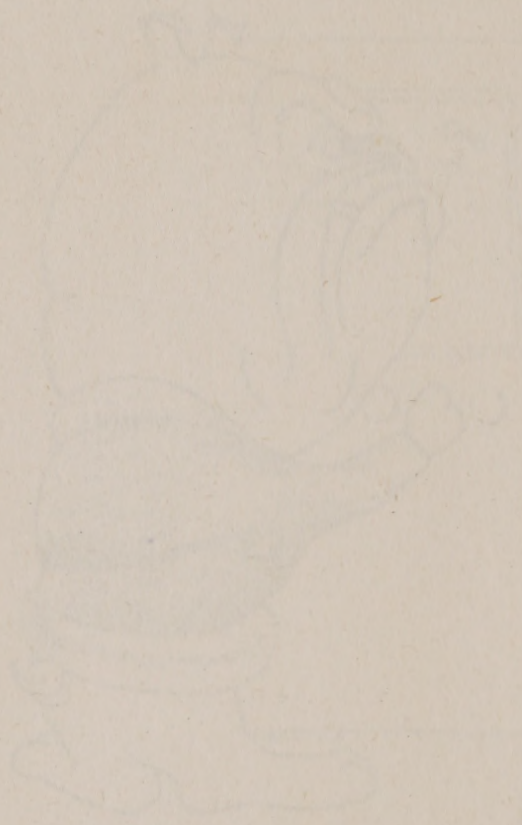
THE SPOKEN WORD

THE MOST EFFECTIVE MEANS OF COMMUNICATION AVAILABLE AT ANY PRICE, AND WYBC's RATES BRING YOU THE BEST RESULTS AT THE LOWEST EXPENDITURE. IT IS THE ONLY NON-PROFIT ADVERTISING MEDIUM AT YALE.

REPETITION OVER THE AIR IMPRESSING ON THE LISTENER YOUR

NAME — PRODUCT — LOCATION

BY PROPOSING YOUR BUSINESS



THE FURNISHING

THE MOST EFFECTIVE MEANS OF COMMUNICATION
AVAILABLE AT ANY TIME AND WITH A BARE
PEN YOU THE BEST RESULTS AT THE LOWEST
EXPENSE. IT IS THE ONLY MEDIUM FOR
YOUR MEDIUM AT ALL.

REPUTATION OVER THE YEARS OF THE

LETTER YOUR

NAME - PRODUCT - LOCATION

AND THE YALE MAN IS

PLIABLE



... HE IS

AT AN AGE WHERE HIS BUYING HABITS

ARE BEING FORMED. ADVERTISING

WITH WYBC IS THE BEST WAY TO TAKE

ADVANTAGE OF THIS PLIABILITY BECAUSE ...



THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
1900



THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
1900

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
1900

YALE WILL BE LISTENING

HERE'S PROOF*

WHEN A RANDOM CROSS - SECTION OF THE STUDENT BODY WAS ASKED . . .

"DO YOU LISTEN TO THE RADIO AT COLLEGE?"
THEY ANSWERED . . .

	YES	NO	% YES
FRESHMEN	66	4	94.3%
UPPERCLASSMEN	194	16	92.4%
TOTAL	255	25	92.8%

"TO WHAT 4 STATIONS DO YOU LISTEN THE MOST?"
THEY ANSWERED . . .

	FRESHMEN	UPPER CLASSMEN	TOTAL
WYBC	76%	77%	77%
WELI	7%	6%	6%
WNBC	4%	3%	3%
WNHC	0%	3%	2%
WAVZ	0%	3%	2%
ALL OTHERS	13%	8%	8%

BUT NOW A WORD ABOUT WYBC . . .

* PREFERENTIAL POLLS - WINTER, 1951. SPECIFIC POLLS AVAILABLE UPON REQUEST.



THREE FULLY EQUIPPED MODERN STUDIOS
BROADCAST A BROAD VARIETY OF PROGRAMS
18 HOURS DAILY



FROM **YAWN CLUB** AT 7 A. M. TO

THE CLOSE OF **STARDUST** AT 1 P. M.



A COMPLETE UP TO THE MINUTE COVERAGE
CAMPUS & LOCAL
... COMPILED BY THE **WYBC** NEWS STAFF
NATIONAL & WORLDWIDE
... DIRECT FROM THE WIRES OF THE
UNITED PRESS
WITH BROADCASTS **10** TIMES DAILY

THESE RESULTS CONVINCE US THAT THE

PROBABILITY OF A SECOND WAVE OF INFECTION

IS NOW VERY SMALL

IN 1952

FROM WHICH THE DATA WERE OBTAINED

THE COURSE OF THE DISEASE AT 1952

IT IS

A COMPARISON OF THE PRESENT SITUATION

WITH THE 1952 SITUATION

CONCERNING THE 1952 SITUATION

WATSON & WATSON

THE 1952 SITUATION

UNITED STATES

WITH A SUMMARY OF THE 1952 SITUATION

S P O R T S



WYBC BROADCASTS **ALL** HOME AND MANY
AWAY GAMES . . . FOOTBALL — BASKETBALL —
HOCKEY — BASEBALL

MANY OF THESE ARE FED TO LOCAL STATIONS
PLUS DAILY SPORTS NEWS BROADCASTS

SPECIAL FEATURE PRESENTATIONS

A FEW OF WHICH INCLUDE

● **FORUMS**

● **DRAMATIC SHOWS**

● **SINGING GROUPS**

● **NEWS & SPORTS**

COMMENTARIES

● **DEBATES**

● **SPEECHES** FOR EXAMPLE

TAFT — STASSEN — BUNCHE

MacARTHUR — TRUMAN

SPORTS

WYBC BROADCASTS ALL HOME AND AWAY
GAMES... FOOTBALL - BASKETBALL -
HOCKEY - BASEBALL

MANY OF THESE ARE LIVED TO LOCAL STATIONS
PLUS MANY SHOWS NEWS BROADCASTS

WYBC BROADCASTS ALL HOME AND AWAY

A FEW OF WHICH INCLUDE

• FOOTBALL

• DRAMATIC SHOWS

• SINGING GROUPS

• NEWS & SPORTS

COMMENTS

• DEBATES

• SPEECHES FOR EXAMPLE

1ST - 2ND - 3RD - 4TH - 5TH

6TH - 7TH - 8TH - 9TH - 10TH

HERE ARE SOME OF THE

"EXTRAS" WYBC OFFERS ITS SPONSORS

FREE COMMERCIALS DURING FRESHMAN WEEK

AUDIO-RESEARCH (COMPLETE POLLING FACILITIES)

PROGRAM COURTESY ANNOUNCEMENTS

COMPLETE RECORDING FACILITIES

FREQUENT ACCOUNT SERVICING

UNITED PRESS NEWS SERVICE

PROMOTIONAL CONTESTS

POSTER PUBLICITY

ROOM TO ROOM DISTRIBUTION

OF LITERATURE, ETC.

AND HERE IS . . .



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WHY WYBC WILL BRING YOU **RESULTS**

● **94%** OF THE ROOMS AT YALE HAVE RADIOS*

AND

EVERY STUDENT HAS ACCESS TO A RADIO

● **80%** OF THE RADIOS ON AT **ANY TIME**
ARE TUNED TO **WYBC***

● **WYBC** GIVES YOU THE **WIDEST**
COVERAGE OF THE YALE COMMUNITY
(UNDERGRADUATE BODY
LAW SCHOOL GRADUATE SCHOOL)

AND

● **HAS NO SUBSCRIPTION RATE**

ALMOST EVERY STUDENT RECEIVES YOUR MESSAGE

BECAUSE **WYBC** IS THE **ONLY** CAMPUS

MEDIUM THAT DOESN'T COST HIM

ONE PENNY

* PER STATISTICAL POLLS — SPRING, 1951

WHY WOULD WE WANT YOUR RESULTS

• SAY OF THE ROOMS AT ALL HAVE RADIOS

AND

EVERY STUDENT HAS ACCESS TO A RADIO

• BOY OF THE RADIO ON AT ANY TIME

ARE TUNED TO WYBC

• WYBC GIVES YOU THE WIDEST

COVERAGE OF THE YALE COMMUNITY

UNIVERSITY RATE BODY

LAW SCHOOL GRADUATE SCHOOL

AND

• HAS NO SUBSCRIPTION RATE

ANYONE EVERY STUDENT RECEIVES YOUR MESSAGE

BECAUSE WYBC IS THE ONLY RADIO

MEMBER THAT DOESN'T COST YOU

ONE PENNY

- THIS CONCENTRATED GROUP IS FAR
ABOVE THE AVERAGE IN
BUYING POWER

- **WYBC** IS OPERATED EXCLUSIVELY BY AND
FOR YALE MEN, GIVING THEM THE PROGRAMS
THEY WANT THE WAY THEY WANT THEM.

MUSIC — NEWS — SPORTS — SPECIAL FEATURES

- THE CREATION OF GOOD WILL AND FAMILIARITY IS A SOUND INVESTMENT IN THE PRESENT AND THE FUTURE.

- LIVING IN TOWN NINE MONTHS OF THE YEAR
THESE MEN BUY VIRTUALLY ALL OF THEIR MERCHANDISE FROM THE LOCAL NEW HAVEN MARKET.

A SUM ANNUALLY EXCEEDING

\$5,400,000.00!

• THIS CONCENTRATED GROUP IS FAR
ABOVE THE AVERAGE IN

BUYING POWER

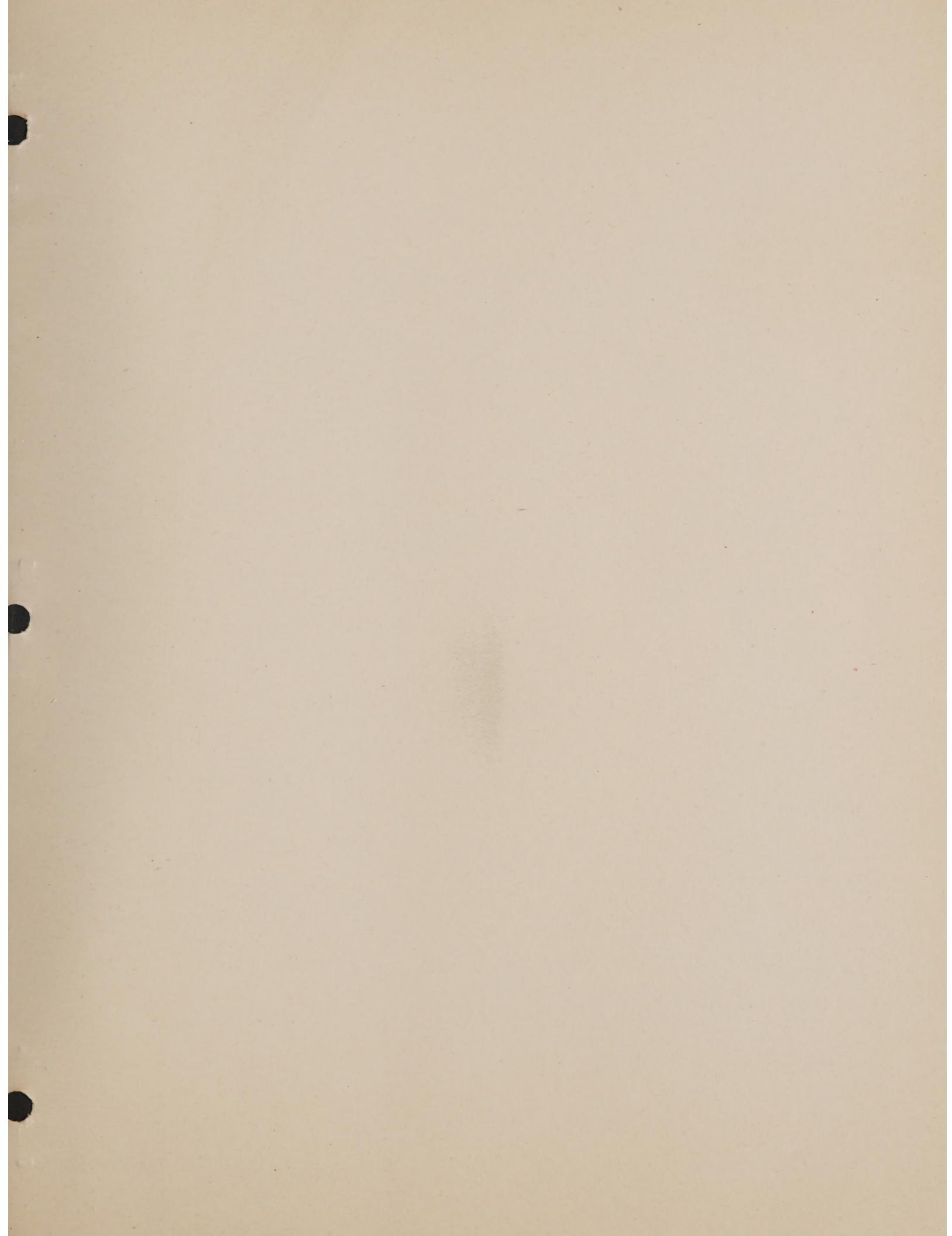
• WYBC IS OPERATED EXCLUSIVELY BY AND
FOR THE MEN GIVING THE PROGRAM
THEY WANT THE WAY THEY WANT THEM
MUSIC - NEWS - SPORTS - ENTERTAINMENT

• THE CREATION OF GOOD WILL AND FAVORABLE
BY IS A SOUND INVESTMENT IN THE PRESENT
AND THE FUTURE

• LIVING IN TOWN HOME OWNERS OF THE CITY
THEY ARE ALL VIBRANTLY ALIVE WITH THE
CHANGING FROM THE LOCAL NEW RAINY DAY

A NEW ANNUALLY EXHIBITION

100,000,000.00



**WYBC IS A MEMBER OF THE
IVY NETWORK**

WVBR	CORNELL
WDBS	DARTMOUTH
WHRB	HARVARD
WXPN	PENNSYLVANIA
WPRU	PRINCETON
WYBC	YALE